

# FOCUS AGRICULTURE

*Agri-Culture's "First-in-the-Nation" Educational Program*  
2026 Applications now being accepted

Focus Agriculture is an opportunity for 20 community leaders to participate in a nine-session intensive program acquiring knowledge about a broad spectrum of local agriculture. These day-long seminars cover such topics as: *Production and Labor; Government Relations and Politics; Environment and Technology; Ethnic Groups in Agriculture; Regional Diversity of Commodities Produced; Marketing and Foreign Competition; and Farm Tours and Hands-On Experience*

**Focus Agriculture Tuition - \$1,500**  
**Refund for 100% Attendance - \$350**

Twenty participants will be chosen for Class 35. Sessions will be held one day each month unless otherwise scheduled commencing Friday, March 13, 2026.

**Early admission applications are due Friday, December 12, 2025\***

**Final applications** are due **Friday, January 9, 2026**

*\*Applications received by Dec. 12<sup>th</sup> will be considered for early admission.  
All other applications will be reviewed after January 9<sup>th</sup>.*

Applications are also available at the Agri-Culture office

141 Monte Vista Ave., Watsonville

(831) 722-6622

[agri-culture@sbcglobal.net](mailto:agri-culture@sbcglobal.net)

[www.agri-culture.us](http://www.agri-culture.us)



*Sponsored by Agri-Culture, a non-profit organization dedicated to educating  
the public about agriculture in Santa Cruz County and the Pajaro Valley*

# Frequently Asked Questions About Focus Agriculture

## 1. What are the benefits of participating in Agri-Culture's Focus Agriculture class?

Focus Agriculture is a first-in-the-nation, national award winning program. It allows community leaders to have a two-way conversation with people involved in agriculture. The program is structured so that participants gain in-depth knowledge of the many commodities, issues and people involved in local agriculture here in Santa Cruz County and the Pajaro Valley.

## 2. Who is in the class?

The program is designed so that community leaders from the different fields within the county participate. These include elected officials, appointed representatives, non-profits, news media, local business, environmental groups, educators, etc.

## 3. Who does the training?

Each segment of the sessions are presented by knowledgeable individuals on the day's particular subject. In most cases, it is local individuals who are directly involved in the specific subject. As an example, a grower may speak on the effect of land use planning and a governmental agency may explain urban growth demands. An environmental advocate may talk about water quality. The program is proud to always present both sides of issues. Agricultural issues change and the program changes as well. We rely on the participant evaluations of each session to make the program better.

## 4. Where do these Focus Agriculture classes meet?

Classes are held throughout Santa Cruz County and the Pajaro Valley to give participants a first hand experience of the different geographic and microclimates that exist in this unique area.

## 5. How long are the Focus Agriculture programs, and when do they start?

The program consists of nine one-day-per-month sessions. It begins in March and ends in October.

## 6. Must I attend every class day, and are there extra-curricular requirements?

The program is very strict on attendance. None of the presenters are paid for their time. We receive more applications than we select so it's important that the participants attend. There are no extracurricular requirements as part of the program. It is hoped that after a person has graduated from Focus Agriculture, he/she will become more aware and involved in agricultural issues.

## 7. What is the application deadline?

The deadline for applications for the program varies each year but it is normally the middle of January.

## 8. What is the cost to be a class member in Focus Agriculture?

Focus Agriculture costs approximately \$3,000 per participant. The participant is only responsible for \$1,500 of the tuition of which \$350 will be returned upon perfect attendance.

## 9. What are our expectations of class members?

In addition to fully participating in the classes, we expect participants to share what they have learned with friends, colleagues and others in the community. As a result, the program's impacts are greatly multiplied.



"Communicating Agriculture"

## FOCUS AGRICULTURE

**CLASS 35**

2026

Presented by  
**AGRI-CULTURE**

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Mailing address (if different from above) \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Employer: \_\_\_\_\_

Position: \_\_\_\_\_

Phone Work: \_\_\_\_\_

Cell: \_\_\_\_\_

E-mail address: \_\_\_\_\_

*(All communications and information regarding the class will be sent via e-mail so please provide the email address most appropriate for your immediate attention)*

Length of service with current employer \_\_\_\_\_ No. of years in Santa Cruz Co. \_\_\_\_\_

***Please answer the following questions in full. You may attach a resume or additional materials to fully respond; however, each of these questions must be answered on the application form:***

1) Please describe your job responsibilities.

2) List your educational background, including awards and training programs.

3) List major business and professional activities in which you have participated within the past three years, including offices held.

- 4) In your opinion, what are two major issues affecting agriculture in the greater Santa Cruz County and the Pajaro Valley?
  
- 5) How will Focus Agriculture help you in your profession and/or as a member of the community?
  
- 6) How would you share the knowledge obtained through the program with the larger community?
  
- 7) How did you hear about Focus Agriculture?
  
- 8) **References:** List three people who may be contacted to provide information about your qualifications as a Focus Agriculture participant:

Full Name and Title	Address	Phone Number
A.		
<hr/>		
B.		
<hr/>		
C.		
<hr/>		
<hr/>		

***I understand that if I am chosen for the program, a \$1,500 fee will be charged for my participation. \$350 WILL BE REFUNDED AT THE END OF THE PROGRAM IF I ACHIEVE 100% ATTENDANCE FOR ALL SESSIONS. If I miss two sessions, I may be removed from the program.***

***Signature:** \_\_\_\_\_*

***DEADLINE: Applications must be received (by mail or email) by Friday, January 9, 2025 to receive consideration.***

**Mail to:** Agri-Culture, Inc., 141 Monte Vista Ave., Watsonville, CA 95076  
**Email to:** [agri-culture@sbcglobal.net](mailto:agri-culture@sbcglobal.net)

*Agri-Culture is a private, nonprofit organization incorporated in accordance with section 501(c)(3) of the Internal Revenue Code. Our tax identification number is 77-0212413.*

# FOCUS AGRICULTURE

# 2026 SCHEDULE

## SESSION DATES

Friday, March 13, 2026

Friday, April 10, 2026

Wednesday, May 6, 2026

Wednesday, June 3, 2026

Friday, June 26, 2026

Friday, July 31, 2026\*  
(Day on the Farm)

\*Or a date in August mutually agreed by both parties

Wednesday, August 26, 2026

Wednesday, September 23, 2026

Friday, October 23, 2026

**Participants are required to attend all sessions.**